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March 23, 2004

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Technology Center 2100

Our Case No. 9623/418

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	
Charles McElfresh, et al.	
Serial No.: 09/285,929) Examiner: Stephen S. Hong
Filing Date: April 2, 1999) Group Art Unit No.: 2178
For: METHOD AND SYSTEM FOR OPTIMUM PLACEMENT OF ADVERTISEMENTS ON A WEBPAGE)))

AMENDMENT AND RESPONSE

Commissioner for Patents Washington, D.C. 20231

Dear Sir:

This paper is timely filed on March 23, 2004 in response to the Office Action dated December 30, 2003, which was designated Final. A request for continued examination (RCE) is filed herewith. Applicants respectfully request reconsideration of the application in light of the following amendment and remarks.